



**AFRICA
UNIVERSITY**
A United Methodist-Related Institution

"Investing in Africa's Future"

**COLLEGE OF SOCIAL SCIENCES, THEOLOGY, HUMANITIES AND
EDUCATION**

HPS 309 CONSUMER PSYCHOLOGY

END OF SECOND SEMESTER EXAMINATIONS

APRIL/MAY 2019

LECTURER: MR. L. MAUNGANIDZE

DURATION: 3 HRS

INSTRUCTIONS

Do NOT write your name on the answer sheet.

Answer ALL the questions in Section A, and TWO in Section B

Begin your answer for each question on a new page.

Each question carries 20 marks.

Credit is given for neat, well-written and lucid work.

SECTION A

QUESTION 1

Examine consumer motivation in the light of Maslow's Theory of Hierarchy of Needs.

SECTION B

QUESTION 2

Evaluate the role of emotions in consumer behaviour.

QUESTION 3

Define the term perception and discuss the factors that can influence the consumer perception of products and services.

QUESTION 4

Describe and make recommendations on what marketing organisations can use in order to affect consumer attention levels.

QUESTION 5

Discuss the main internal and external influences that could affect consumer buying decision making.
